

Why your business has stalled, and how to get it moving.

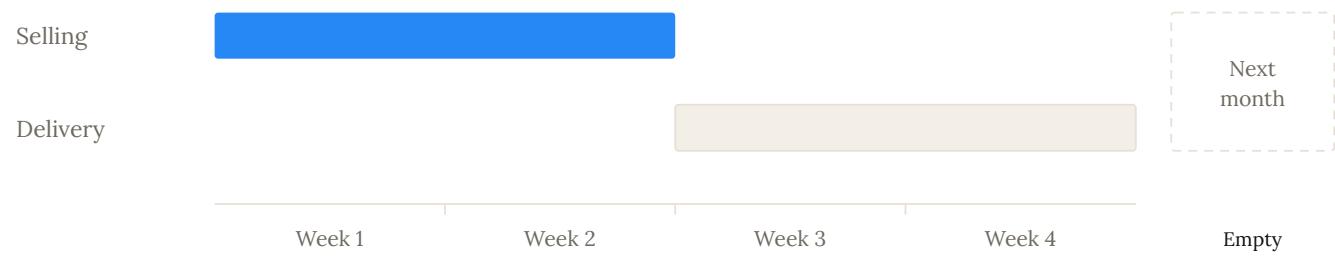
Ten minutes of reading. What caps an expert business is almost never the expertise, and what frees it happens in a fixed order.

THE MONTH

A mandate starts, and everything else stops.

The days fill up. The prospecting stops. You stop publishing. The mandate ends, and the next month opens on an empty book.

This is not a discipline problem. It is the arithmetic of a business carried by one person: two trades, selling and delivering, and four weeks for both.



Two weeks selling, two weeks delivering. Nothing was sold while the mandate ran, so the following month starts at zero.

The three locks that hold you back.

Almost every stalled expert business is held by one of these three locks. Knowing which one saves you from forcing the wrong door.

1. The offer is not legible

A stranger reads your profile and cannot say what they would be buying. The signs: people keep asking what you actually do, your price is negotiated every time, and no two proposals of yours look alike.

2. The demand does not come

The offer sells when you are in the room, but nobody finds you on their own. The signs: everything arrives by referral, and quiet months follow busy ones without your knowing why.

3. The execution does not hold

You sell and you deliver, never at the same time. The signs: you publish in waves, your follow-ups stop the day a file opens, and the admin waits for Sunday.

How to settle it in a minute

Take your last three clients. If they needed a long explanation to understand what you sold, it is the first lock. If they all came from people who already knew you, it is the second. If they arrived in a quiet stretch and never in a busy one, it is the third.

THE FIRST KEY

An offer a stranger understands in ten seconds.

As long as your offer needs a conversation to be understood, every client costs a conversation. It is the most common ceiling, and the cheapest to lift.

A legible offer fits in four lines: for whom, which problem, what is delivered, and what changes. Nothing about your method, nothing about your career.

BEFORE

I support leaders through transformation, with a tailored approach built on thirty years of experience.

AFTER

I turn around industrial companies of 10 to 50 million whose margin has collapsed. In ninety days you know what to stop, what to keep, and at what price to sell.

The version on the right can be repeated word for word by whoever recommends you. That is the real test: a legible offer travels without you.

THE SECOND KEY

One client outside your circle, at the fee you quote.

A client sent by a friend proves you are trusted. A client from anywhere else proves the offer stands on its own. Until the second one exists, everything built on top rests on your network.

- Write the list of thirty people who have the problem you solve and who do not know you.
- Approach them one at a time, with a first line that could go to nobody else.
- Say your fee on the first call, and do not lower it to win the yes.
- Note what makes them say no. The same objection three times, and it is the offer to fix, not the message.

That client is worth more than the fee. They hand you the sentence you will use everywhere afterwards: what you changed for someone who owed you nothing.

WHAT WASTES TIME

Three reflexes that cost six months.

Publishing more. A vague offer published three times a week stays vague, and you will have mistaken noise for movement.

Lowering the price. A low price attracts those who decide on price, so those who will compare you with cheaper offers. And it costs you the client who would have paid for the value you bring.

Changing market. Every pivot resets the list, the page and the proof. After four, you have four beginnings and no business.

IN ORDER

What you can do alone, this week.

- **Day 1.** Write your four lines. Give them to someone outside your trade and ask them to say them back.
- **Day 2.** Fix them until they can, without hesitating.
- **Day 3.** Put them at the top of your profile and your page, where your title is now.
- **Day 4.** Build the list of thirty strangers.
- **Day 5.** Write to the first five. One question each, nothing to sell.

Five days, and you will know which of the three locks holds you. That is the whole point of the week.

Pipewrite helps established experts stay visible and get hired while they deliver. pipewrite.com